A R I S E

(Associates for Research into the Science of Enjoyment)

MEDIA COVERAGE

September '93 - March '94

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INTRO.

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INTRODUCTION TO "ARISE"

ARISE (Associates for Research in the Science of Enjoyment) is a worldwide association of eminent scientists and academics which meets every two years to discuss the ways in which "everyday pleasures" such as eating chocolate, smoking, drinking tea, coffee and alcohol contribute to the quality of life.

The group, which met for the first time in 1989, is co-ordinated by **Professor David Warburton, Director of Human Psycho-Pharmacology Group at the University of Reading.**

Apolitical as a group, individual contributors to ARISE are recognised experts in their fields. They review scientific statements, and comment on legislative proposals in their respective jurisdictions.

The first meeting of ARISE, held in Florence in 1989, resulted in a book called **"Addiction Controversies"**. This is on the reading lists for a number of university courses and has now been published as a paperback.

The second meeting was in Venice in 1991. The book which resulted from this conference was published in January 1994, and is titled **"Pleasure : the Politics and the Reality".**

The third meeting in Brussels in 1993 addressed the subject of pleasure and the quality of life. This was the first occasion that ARISE made a concerted international effort to gain media coverage for the group's views and feelings.

Plans are now being developed to continue the media exposure of ARISE and the opinions of its contributors throughout 1994, leading up to the fourth conference in 1995.

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OVERVIEW

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OVERVIEW OF MEDIA COVERAGE TO 23.03.94

	PRINT/WIRE ARTICLES	RADIO PIECES	TV PIECES
Global (Reuters)	1	-	-
Europe			
Pan European	2	-	1
Belgium	8	-	-
France	1	-	-
Germany	3	-	-
Ireland	-	1	-
Italy	27	4	3
Netherlands	1	-	-
Scandinavia	* 4	-	1
Spain	46	36	4
United Kingdom	14	22	2
Europe Total	**106**	**63**	**11**
Australia	3	1	-
Canada	* 3	2	1
South Africa	2	-	-
USA	* 2	-	-
TOTAL WORLDWIDE	**117**	**66**	**12**

(*) Mainstream dailies - local and regional coverage not available

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24 Sept. 1993		Reuters issue story
		Reuters World Service issue story
	Sweden	TT Newswire release, picked up by minor local and mainstream media from 24-26 September
25 September	**UK**	Warburton interviewed on 'Today' radio programme on *BBC Radio*
	Netherlands	Article in *Leids Dagblad*
	Belgium	Article in *La Dernière Heure/Les Sports*, daily
	Germany	Article in *Donau-Kurier*, regional daily
	USA	Article in *The Washington Times*
	South Africa	Article in *The Pretoria News*, daily
27 September		Reuters Television report 36 European TV Stations have requested the MORI video
	Germany	Article in *Tageblatt*, daily
	USA	Article in *Wall Street Journal*
	Sweden	Large article in *Dagens Nyheter*, largest national daily, usually an anti-lobby paper
	UK	Interview with Prof. Warburton on *BBC Radio* Derby Breakfast Show
28 September	**Australia**	Article by Len Findlay in *The West Australian* (Perth), daily
	Canada	Prof. Warburton interviewed on "As It Happens", *CBC Radio*
September/ October		TV coverage reported on *BBC World Service Satellite*
	Canada	*Reuters World Service* story picked up in various papers in Canada, particularly in Western Canada
	Europe	*Euronews* and *Deutsche Welle*
	Sweden	Prof. Warburton interviewed by *TV4 Stockholm*
	Ireland	Prof. Warburton interviewed by *Radio FM 104*, Dublin
6 October	**Germany**	Article in *Ruhr-Nachrichten*, regional daily
	UK	Reuters report that *BBC Pebble Mill at One*, Granada Breakfast used ARISE VNR
	Spain	Reuters report that *TV Madrid* used ARISE VNR
9 October	**UK**	Keith Botsford article in *The Independent* daily newspaper
12 October	**Belgium**	Article in *De Standaard*, daily
	Belgium	Article in *Het Nieuwsblad*, daily
13 October	**Belgium**	Article in *L'Echo*, business daily
	Sweden	Article in *Expressen*, no.1 business daily
	Belgium	Second article in *De Standaard*, daily

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15 October	**UK**	Article by Ian Murray in *Marketing Week*
	Europe	Article in *International Herald Tribune*
22 October	**Belgium**	Press lunch in Brussels - Prof. Warburton and 4 journalists from *Infofax, The Bulletin, Het Laatste Nieuws* and *Privilège*
26 October	**Belgium**	Article in *Infofax*, fact sheet for travel trade
27 October	**Italy**	4 Italian journalists (*L'Europeo, Il Messaggero, L'Espresso* and a freelance) visit Prof. Warburton in Reading, and receive ARISE press packs (accompanied by 2 people from SCR Associati)
28 October	**UK**	Article in the *Daily Express* (sales 1.423 million, readership 4.269 million)
	UK	Short discussion on *Radio 1* Breakfast Show inspired by the Daily Express article
	UK	Prof. Warburton interviewed by *Radio Mercia*, Coventry
November		Further local activities with PR companies agreed for France, Netherlands, Italy, Spain, Germany
	Belgium	Article in the *Gastro Horeca Revue*, trade magazine
3 November	**UK**	Article in *Birmingham Post*, daily
5 November	**Belgium**	Article in *The Bulletin*, largest English language publication in Belgium
	Australia	Second article by Len Findlay in *The West Australian*, Perth
	UK	B*BC Radio Oxford* used 2-10 radio tape, 1300
7 November	**UK**	*Lantern Radio* used 2-10 radio tape, 17.55
8 November	**Canada**	Article in the V*ancouver Sun*, daily
	UK	*South Coast Radio* used 2-10 radio tape, 2.40 am
	UK	*BBC Radio Cambridgeshire* used 2-10 radio tape, 6.50 am
9 November	**UK**	*Manx Radio*, Isle of Man used 2-10 radio tape, 1.40 p.m.
	UK	*County Sound Radio* used 2-10 radio tape, 06.18 am and Drivetime
	UK	*Wear FM*, Sunderland used 2-10 radio tape between 12 noon and 2 p.m.
10 November	**UK**	*BBC Radio Berkshire* used 2-10 radio tape

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16 November	**Sweden**	Prof. Warburton visited by *Expressen* for interview and photographs
	UK	Prof. Warburton in contact with N. Farrell, *Sunday Telegraph* and with *The Independent on Sunday*
17 November	**UK**	Fishburn Hedges (UK PR agency) report 2-10 radio tape also used by *Swansea Sound Radio, Marcher Coast Radio, Great Yorkshire Gold radio, Mellow 1557* (south coast), *BBC Radio Jersey, BBC Radio Guernsey, BBC Hereford & Worcester* and *BBC Wiltshire Sound Radio*
18 November	**UK**	*LBC Newstalk*, London used 2-10 radio tape, 05.15 am
27 November	**Canada**	Article in *The Financial Times of Canada*
30 November	**Spain**	Article in *Horeco*, daily
7 December	**New Zealand**	Press release issued in New Zealand by Fishburn Hedges
8 December	**UK**	Christmas press release issued to UK press by Fishburn Hedges
10 December	**UK**	Article in *Reading Evening Post*
	UK	Article in *Yorkshire Post* (circ. 91,475), interview with Prof. G.Lowe
13 December	**UK**	Prof. Warburton interviewed by *Radio 210*, Reading
16 December	**UK**	Prof. Warburton interviewed by *Northern Echo*
	UK	Fishburn Hedges reports interest by *Daily Mail*
	Canada	Dr. Luik interviewed by *Hamilton Spectator*
	Canada	Dr. Luik interviewed on *Chum FM*, Toronto "In Toronto programme", 1.18 p.m.
	Canada	Dr. Luik interviewed on *CILQ-FM*, North York "Barometer" programme followed by phone-in discussion - 32 minutes
19 December	**Sweden**	Article in *Expressen*, evening newspaper with large circulation, including photographs etc. from interview held on 16 November
20 December	**UK**	Article in *Western Daily Press* (circ. 78,014)
	UK	Article in the *Western Mail*
21 December	**UK**	Article in *Doncaster Star* (circ. 134,058)

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22 December	**UK**	Article in *Lancashire Evening Telegraph* (circ. 55,625)
23 December	**UK**	Article in *Northern Echo* (circ. 90,866), daily
24 December	**UK**	*Capital Radio* - interview with Prof. Warburton broadcast at 19.00 (3 minutes)
	UK	Article in *London Evening Standard* (circ. 501,624)
	UK	Article in *Bradford Telegraph* and *Argus* (circ. 81,683)
	Canada	Article in *Hamilton Spectator* (Dr. Luik interview 16.12.93)
6 Jan. 1994	**Canada**	Prof. Warburton interviewed by *CBC Business World* TV programme, Life Today for live transmission in Canada at 2.30 p.m.
27 January	**France**	Press conference in Paris, attended by 6 journalists and Prof. Warburton - press kits sent to 50 French journalists, with telephone follow-up
February	**South Africa**	"Style" magazine - small piece
3 February	**Spain**	Press conference held in Madrid and attended by Prof. Warburton
	Spain	Radio coverage : 36 broadcasts on national radio stations - total coverage time was 2 hours and 19 minutes. Radio stations : - *Onda Cero* - *Onda Madrid* - *Cadena Iberica* - *RNE - 1* - *RNE - 5* - *SER* - *Cope*
	Spain	TV coverage : broadcasting time was 7 minutes. TV stations : - *Telecinco*, largest private channel, national - *Antena 3* : national TV station - *Canal Sur* : regional TV station

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4 February	**Spain**	Articles in 31 Spanish dailies, national and regional National publications : - *El Pais* - *ABC* - *Diario 16* - *YA* - *Expansion*, leading financial newspaper - *El Periodico* Regional publications : - *Diario 16 Andalucia* - *El Comercio* - *Diario de Cadiz* - *Diario de Jerez* - *Sur* - *Levante* - *El Norte de Castilla* - *Atlantico Diario* - *El Correo Espanol* - *La Nueva Espana* - *Bal*eares - *El Diario Vasco* - *Ideal - Almeria* - *Ideal - Granada* - *Ideal - Jaen* - *La Region* - *El Adelanto* - *El Periodico de Aragon* - *Ultima Hora* - *La Voz de Asturias* - *La Voz de Galicia* - *Hoy* - *Lanza* - *La Opinion de Murcia* - *La Voz de Almeria* - *Diari de Tarragona* - *Cordoba* - *El Correo de Andalucia*
5 February	**UK**	Launch of the book "Pleasure : the Politics & the Reality" - Prof. Warburton
	Spain	Article in *Diario de Navarra*, regional paper
6 February	**Spain**	Article in *Heraldo de Aragon*, regional paper
7 February	**Spain**	Article in *Las Provincias*, regional paper

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10 February	**Spain**	Article in *Diario de Mallorca*, regional paper
11 February	**Europe**	Article in *The European Newspaper*
13 February	**Spain**	Article in *La Gaceta de Canarias*, regional paper
15 February	**UK**	Press release concerning the book launch issued to press
18 February	**UK**	Copies of the book requested by N.Hawkes, *Times* and L.Rogers, *Sunday Times; Guardian; New Scientist*
20 February	**Australia**	Interview with Prof. Warburton transmitted on *ABC Radio 2RN,* Melbourne
21 February	**South Africa**	Book press release issued to South African journalists
23 February	**Australia** **France**	Book press release issued to Australian journalists Article in *Points de Vente*, magazine
28 February	**Spain**	Articles in *Epoca* and *Super Aral Lineal*, national weekly magazines
March	**Spain**	Articles in *Familia Cristiana* and *Clara*, national monthly magazines
1 March	**UK**	Piece in March edition of *Woman's Journal*
3 March	**Spain**	Article in *La Nueva Espana*, daily
6 March	**Italy**	Article in *Il Messaggero* announcing the press conference (14 March) and discussing the poll results
9 March	**Africa**	Broadcast by Prof. Warburton on *West Africa World Service* programme - further interest by producer in undertaking a full ARISE programme

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